

## **REMARKS**

### **Interview Summary**

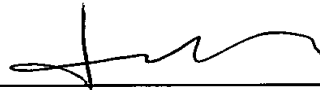
The Applicants thank the Examiner for the Interview granted on May 22, 2003. At the interview, the Applicants and their representative argued that several features of the present invention were not found in the prior art. These features include, but are not limited to: collecting external data not directly retrievable from the pages commonly transmitted over a computer network; classifying pages according to entity-specific metrics defining information relevant to the entity; measuring and comparing a number of occurrences by parsing content of the pages using predetermined categories of key words, searching for key words in the predetermined categories, and scoring a subset of the pages utilizing at least one key word and analyzing statistics based on the key words found on a page; obtaining a list of benchmarks for multiple entities; and generating a report comparing said benchmarks, wherein said report compiles the analyzed statistics from the pages and prioritizes the pages utilizing the metrics to combine the analyzed statistics and the external data. The Examiner indicated that she believed if an amendment including the above features were submitted, it would overcome the prior art.

Claims 1-4, and 6-12 are pending in the application with Claims 1, 6, and 11 being the independent claims. Applicants have submitted the above Interview Summary to comply with the Examiner's request.

Applicants believe that the application is now in condition for allowance. Should the Examiner determine that any further action is necessary to place this application into better form, the Examiner is encouraged to telephone the undersigned representative at the number listed below.

Respectfully submitted,

PIPER RUDNICK LLP



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